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# ATLANTIC CITY

*Price One Dollar*



Atlantic City, New Jersey, 1903



Painting from photograph by Atlantic Foto Service

ATLANTIC CITY  
THE WORLD'S  
PLAY GROUND



F144  
A5N27



*T*HIS BOOK is dedicated to the millions who visit Atlantic City at all times of the year to find rest, recreation, and enjoyment. It is Atlantic City's business to entertain and amuse the outside world, and the residents of Atlantic City have been accomplishing this purpose so well for the past fifty years that among travelers and tourists, Atlantic City stands for service, pleasure, luxury, hospitality. Atlantic City is not "one of the sights" for the tourist to visit and forget. After people have once visited Atlantic City, they return as often as they can and stay as long as they can. Thousands of former visitors are now Permanent Residents. One can talk about one's good times in Atlantic City, but mere words cannot begin to tell the story of this world famous seaside playground. This book, depicting a few of Atlantic City's many attractions in their natural colors, enables the enthusiastic visitor on his return home to have something tangible to show his friends while talking about his visit, and something to keep before him as a constant reminder of Atlantic City's charms while anticipating his next trip.

Published by  
**NATIONAL CITY PUBLICITY COMPANY**  
Creators of Advertising Literature

Guarantee Trust Building, Atlantic City, New Jersey  
Phone: 873 **CL A 674182**

1170 Broadway, New York, N. Y.  
Phone: Madison Square 9783

This book mailed anywhere postpaid for One Dollar - Copyright, May, 1922

MAY 19 1922

L.R.  
1891



H. Pennington  
Atlantic City 1922



SKETCHED IN ATLANTIC CITY BY HENRY REUTERDAHL





CHALFONTE-HADDON HALL



AT THE ENTRANCE OF THE MARLBOROUGH-BLENHEIM





DENNIS SHOPS  
AND  
SOLARIUM.

"ASK MR. FOSTER"  
BUREAU.

MARLBOROUGH  
BLENHEIM  
SHOP



Las. Bewkes





RITZ-CARLTON HOTEL





MIDWINTER SCENE SHOWING THE TRAYMORE HOTEL





## THE FAMOUS BOARDWALK

**A**TLANTIC CITY invented the *Boardwalk* and while other resorts the world over have been content to tamely copy, she has lengthened and strengthened, rebuilt and renewed, until the present structure has been widened in most places to sixty feet and stretches for eight miles along the *Absecon Beach* front from the Inlet down past fashionable *Chelsea*, *Ventnor*, *Margate City* and *Longport*.

The life, the light, and the color that one sees on this promenade during the early evening hours are indescribable. It is an endless dress parade, a grand review, in which everybody is one of the reviewers as well as one of the reviewed. At *Easter* time it is the *National Style Show*. The animation, the overflowing good nature, the laughter, and contagious hilarity of this joyful throng are irresistible. The great bazaars, the colorful shops of all nations, the attractive national exhibits, the buoyant merriment of the children at play, the fleets of rolling chairs, the perpetual fashion parade, the thousand and one little scraps of life and tone that line this great thoroughfare, all blend into one beautiful panorama of supreme enjoyment and recreation.

Extending seaward from the Boardwalk are six ocean piers,—in all the world the greatest series of piers devoted to pleasure. Concerts, theatres, dancing, fishing, and net hauls are among the recreations that have added zest to the invigorating ocean breezes. Along the Boardwalk are play houses and much entertainment.

*Atlantic City's Boardwalk* is a metropolis in itself,—a metropolis of joy,—a metropolis of amusement,—a metropolis of health,—a metropolis of wonderful sights that can be seen in no other place in the world except on the *Boardwalk* in *Atlantic City*.



ABOVE: BRIGHTON SHOPS—BELOW: TRAYMORE SHOPS  
IN CIRCLE: NATION EXHIBIT OF CROSBY & ELKINS, ELECTRICAL APPLIANCES





AMBASSADOR HOTEL



EQUESTRIAN SPORTS  
ON THE BRIDLE PATH  
OF THE  
WORLD'S PLAY GROUND





THE NEW  
SHELBURNE

QUESTRIANISM is an every-day recreation during the *Fall*, *Winter* and *Lenten* seasons. Beach riding has sprung into popularity during the past few seasons with the result that it is a daily occurrence to see several hundred finely groomed mounts cantering up and down the entire length of the strand. There is no more exhilarating exercise on the sports calendar. Many startling tho natty and becoming habits have been adopted by the feminine sex who have taken to this sport with a vim.

## CLIMATIC CONDITIONS

A COMPARISON of average temperatures only suggests the substantial difference between the *Summer* temperature in *Atlantic City* and those of the great cities. Long periods of heat and humidity are unknown here. Water on every side makes impossible extremes common elsewhere.

In each year of the last 25, the temperature reached 90 degrees on the average on 34 days in *St. Louis*, 25 in *Cincinnati*, 22 in *Washington*, 12 in *Pittsburgh* and 15 in *Philadelphia*. The temperature in *Atlantic City* reached 90 degrees but twice during the summer months, and seldom remained at that height more than a few minutes. In winter the sweep of the *Gulf Stream* toward *Atlantic City* and the surrounding salt water keep up the temperature. The warmth and salt of the air make snow falls light and soon melt them. The lowest temperatures of our large cities do not occur here. Sunshine over the *United States* averages 50 per cent; in *Atlantic City* 61 per cent. There are no fresh water rivers near *Atlantic City*, and consequently its climate is dry and well nigh free from fog. The sun's rays shine through an atmosphere unpolluted by fog or smoke or dust which absorb the germ-killing violet and ultra-violet rays. Because of this the skin tans more quickly at *Atlantic City* than inland. These remarkable climatic conditions bring an all-year-round patronage which has developed the largest and most interesting city in the world exclusively devoted to the entertainment of the public.

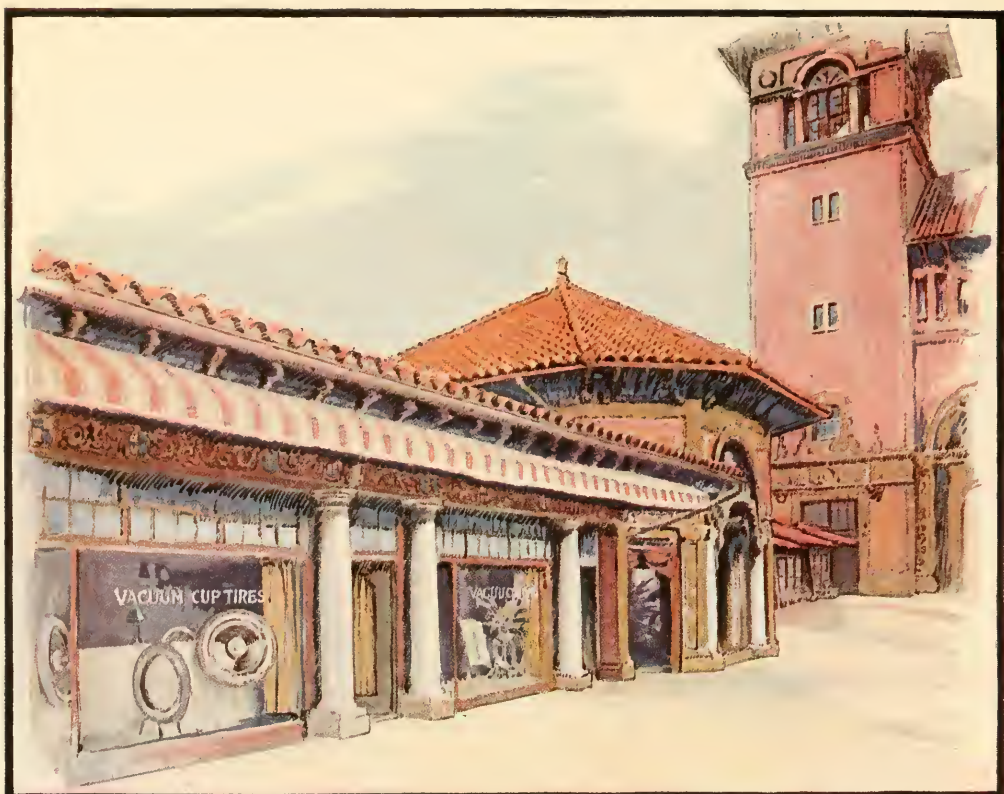


NEW CENTRAL PIER





NIGHT SCENE  
ON THE  
BOARDWALK  
SHOWING THE  
DENNIS HOTEL



PENNSYLVANIA RUBBER & UNDERWOOD TYPEWRITER EXHIBITS; TELLING THEIR  
STORY TO 20,000,000 PROSPECTS ANNUALLY





STRAND HOTEL



ST. CHARLES HOTEL

"THE BREAKERS"

## HOTELS

ATLANTIC CITY is a City of Hotels, large and small. Every day of the year guests are provided with the comfort and elegance of the best metropolitan hostleries. Many are pretentious structures built for *all year service*, and represent the latest ideas in fire-proof construction. Heated sun parlors are a feature of almost every hotel. The public and private bath-rooms are in most cases supplied with sea water for bathing as well as the fresh water supply. The moderate priced houses furnish accommodations of superior excellence and convenience for the tariff charged. A great number of these houses are open the year through.





FEEDING THE GULLS FROM THE MILLION DOLLAR PIER



THE founders of *Atlantic City* prophesied that it would stand pre-eminent as a resort. Today it is the *Queen of American* watering places. Almost as if by the waving of a magician's wand, *Atlantic City* has risen *Aladdin-like* from the very bosom of *Old Neptune* in the comparatively brief period of a century. Where once the lashing waters spent their fury against the barren sand dunes, the shifting sands of *Time* have piled high along the *Absecon* coast and the receding waters have left a veritable *Paradise of Pleasure* that man has improved by the creation of a *Dream City*.

In 1854 a few fishing and hunting shacks occupied the new formed beach; now mastodonic marvels of hotel construction, rising triumphantly from the sapphire sea, form a cameo silhouette against the sky. They are the peer of any in the world—the last word in comfort, service, and luxuriousness.

*Atlantic City* now has 20,000,000 yearly visitors. The estimated real estate valuation is about \$200,000,000. Many of its great hotel structures cost be-



PANORAMIC VIEW OF ONE OF ATLANTIC





tween five and ten millions of dollars. There are two double track steam railroads from *Philadelphia* and one electric railroad. There are two steam railroads from *New York*.

More than 100,000 bathers disport in the ocean daily during the summer season. There are more than 1,000 hotels. The public and parochial schools provide for about 15,000 pupils. There are five national banks, and five trust companies. There is on deposit in these institutions upwards of \$30,000,000.

*Atlantic City* has 43 churches of all denominations, a handsome library with 40,000 volumes. There are six ocean piers, 31 miles of trolley lines, three daily newspapers, 50 miles of paved highways, two beautiful boulevards leading from the mainland, a \$200,000 hospital, highly efficient police and fire departments, three country clubs, three yacht clubs, modern garages, and a *Boardwalk* which extends eight miles along the beach with an unobstructed ocean view, and which is brilliantly lighted all night every night in the year.



THESE ARE MANY BEAUTIFUL RESIDENTIAL SECTIONS

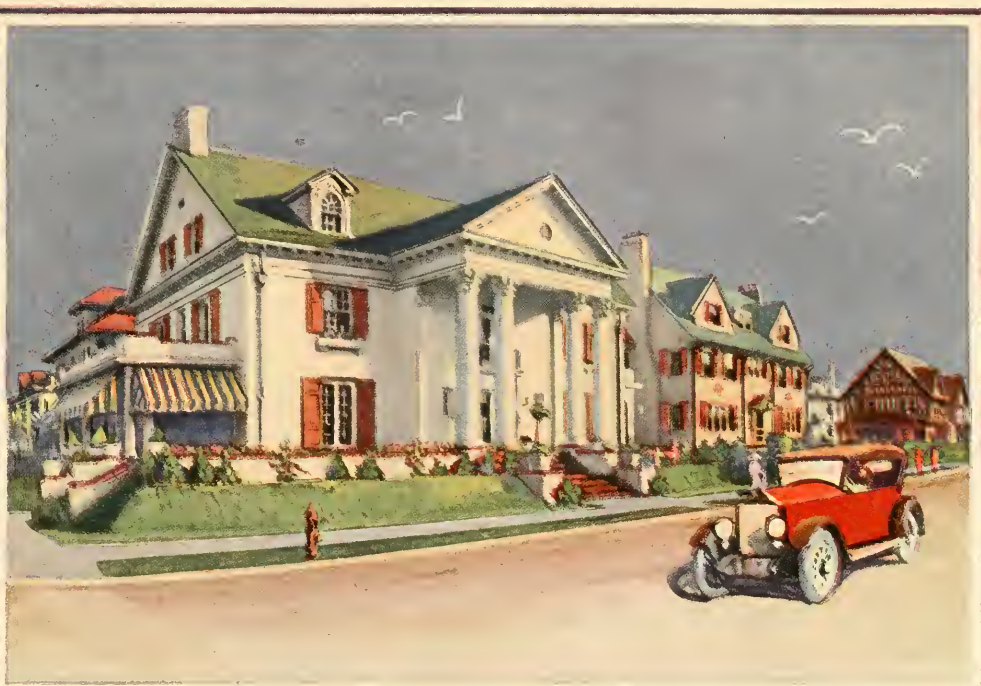


ABOVE: FLEISHER YARN SHOP  
BELOW: WILBUR CHOCOLATE SHOP



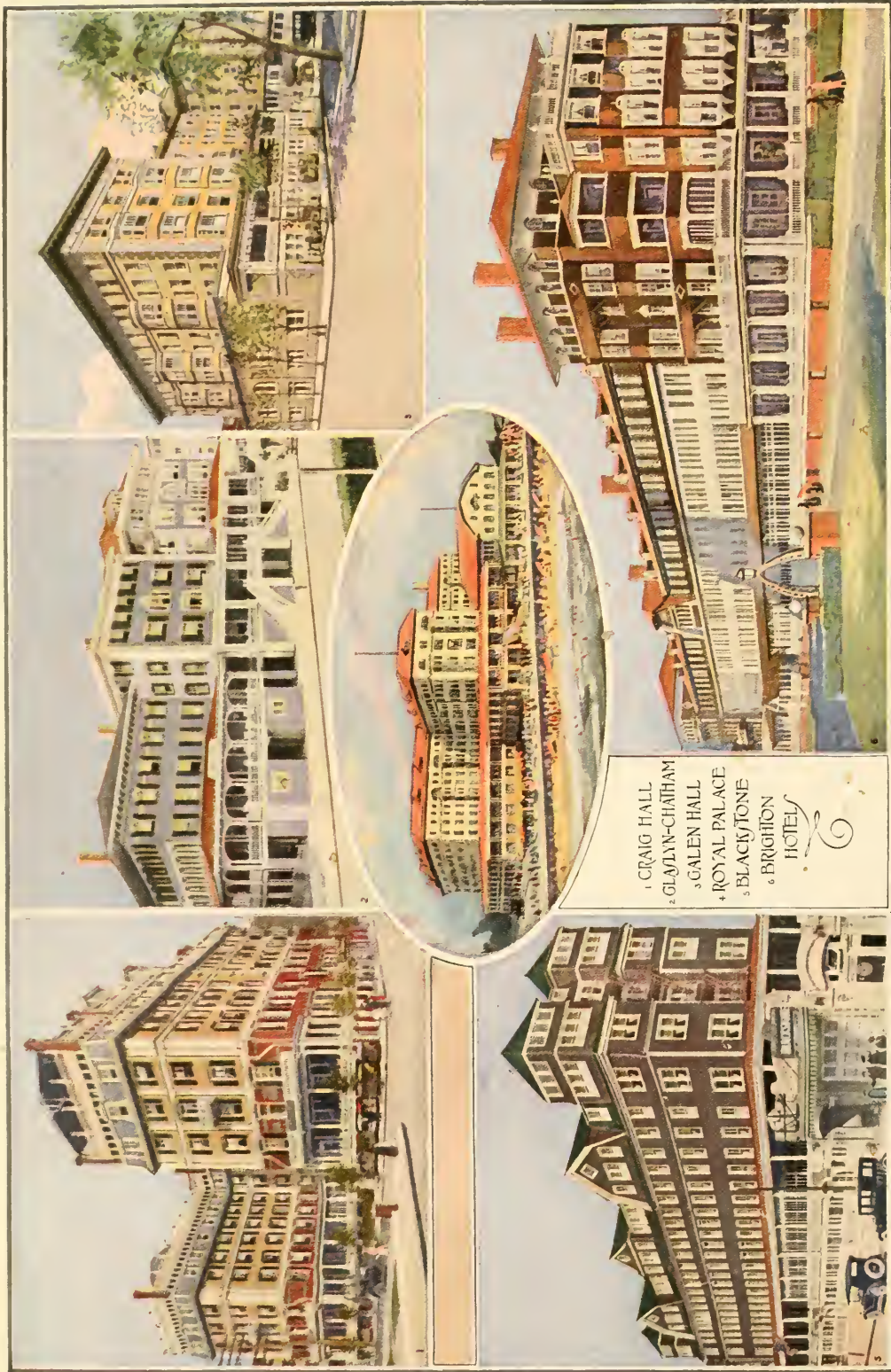
ABOVE: NATIONAL EXHIBIT OF CRANE & CO.  
BELOW: INTERIOR VIEW OF HEINZ PIER



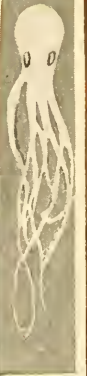
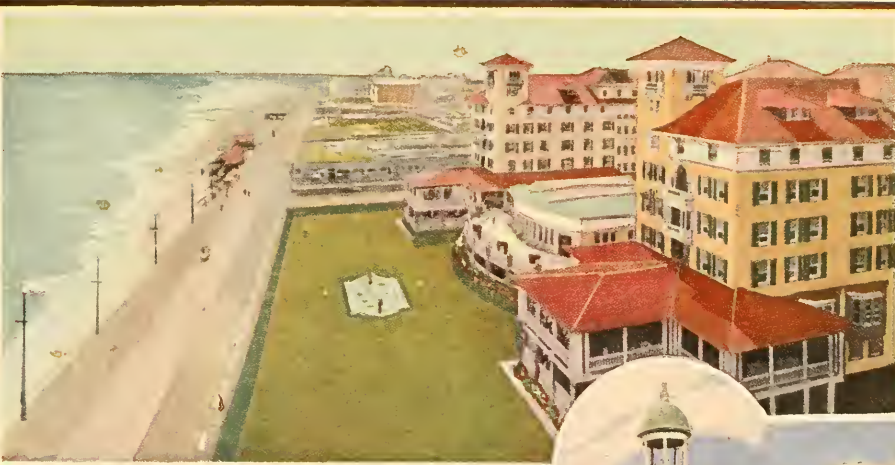


## HOME LIFE

TAKE away its hotels, its piers, its *Boardwalk* and *Atlantic City* will compare favorably as a "home" town with any residential section along the coast. The Island is dotted with artistically built homes of all types from the modest little bungalow on the city lot to the palatial residence on the country estate. Broad avenues, walks bordered with trees, green lawns, well kept gardens, flowered terraces, unusual landscape effects, all help to make *Atlantic City* an ideal all-year residential centre.







CHELSEA  
HOTEL  
SEASIDE  
HOTEL  
THE ALAMAC  
HOTEL



ABSECON  
LIGHT HOUSE



KNITTING ON THE BEACH

## SHOPS · EXHIBITS · THEATRES

**A**N international aspect is loaned to *Atlantic City* by the cosmopolitan character of its visitors, but there are probably as many nationalities represented by the unique shops as there are among all the visitors. Along the landward side of the *Boardwalk*, and among its most fascinating features are shops devoted exclusively to the rarest importations of Armenia and Syria, China and Japan, Hawaii and Mexico, Egypt and Turkey, India and Persia, Italy and Scandinavia, Paris and London; while many other shops display the latest creations of *American* artisans. Shop windows, bazaars and auction sales attract the connoisseur and entertain the stroller.

More shops and modern department stores in the centre of the city serve all the needs of visitor and resident.

Industrial concerns of nation-wide repute are represented on the *Boardwalk* by permanent exhibitions for which they spend millions of dollars annually in order to keep their products before the attention of 20,000,000 prospects. The most pretentious of these is an entire pier used as a national exhibit for one manufacturer.

It takes twenty-one theatres to entertain the visitors and residents of *Atlantic City*. These include "movies", vaudeville houses, and legitimate play houses. *Atlantic City* enjoys many premiers because of its cosmopolitan audiences.





INTERNATIONAL  
SHOP  
BEAR BRAND  
AND  
BUCILLA  
NEEDLEWORK  
SHOP  
MAYFAIR GIFT  
SHOP







AN ANNUAL SEPTEMBER FEATURE





THE "MARDI GRAS" OF ATLANTIC CITY







WATCHING THE  
NET HAUL

AN INLET CHANNEL BASS

THE RESULT OF A DEER HUNT  
IN NEARBY WOODS

A BIG ONE  
FROM THE DEEP







SEA VIEW GOLF CLUB



A RENDEVOUS  
FOR DEVOTEES  
OF ROD AND GUN



LINWOOD GOLF CLUB



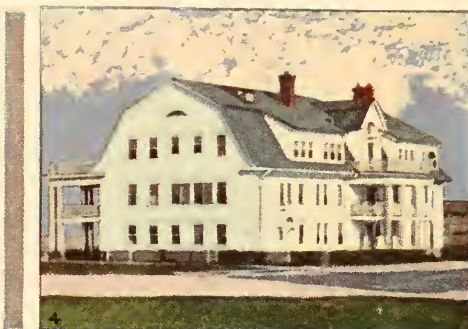
CHELSEA  
YACHT CLUB



LU LU  
YACHT CLUB

P.F. VALERIO





- 1 OFF FOR A RIDE ON THE BAY
- 2 TRAP SHOOTING FROM THE INLET SHORE
- 3 ATLANTIC CITY COUNTRY CLUB
- 4 ATLANTIC CITY YACHT CLUB
- 5 A HOME ON THE OCEAN- CAPTAIN YOUNG'S RESIDENCE ON THE MILLION DOLLAR PIER
- 6 KNIFE AND FORK INN

## TRANSPORTATION FACILITIES

THE fastest train and the fastest nine trains in the world run to and from Atlantic City. Through trains run from Philadelphia, New York, Baltimore and Washington. The rolling stock is the best. Sleeping cars leave for New York on Sunday nights during several months. The double-tracks of the Pennsylvania and Reading Systems are level, stone-ballasted and protected by automatic block signals. The Pennsylvania tunnels under the Hudson connect Broadway with the Boardwalk. The Central Railroad of New Jersey runs through trains from New York over an interesting route. There is a high-speed third rail service from Market Street Wharf, Philadelphia.

Thru the efforts of its Chamber of Commerce Atlantic City has become a recognized "All Year Tourist Resort." All-year "Tourist" round trip tickets may be purchased from any point at any time. Trolleys afford interesting excursions to Ventnor, Margate, Longport, Absecon, Pleasantville, and Somers Point. Automobilists from New York and Philadelphia have the choice of several routes from the mainland to Atlantic City. The thousands of motorists from nearby towns and cities, who pass over these roads each day, furnish ample proof that the trip must be a pleasant one with an attractive end in view.







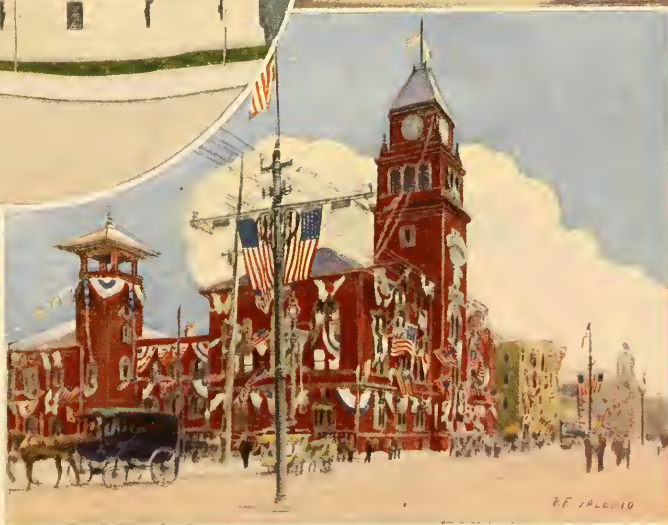
ATLANTIC CITY'S NEW  
HIGH SCHOOL

DEPARTMENT STORE  
M.E. BLATT & CO.



CARNEGIE LIBRARY

CITY HALL  
ON ONE OF THE MANY  
GALA DAYS

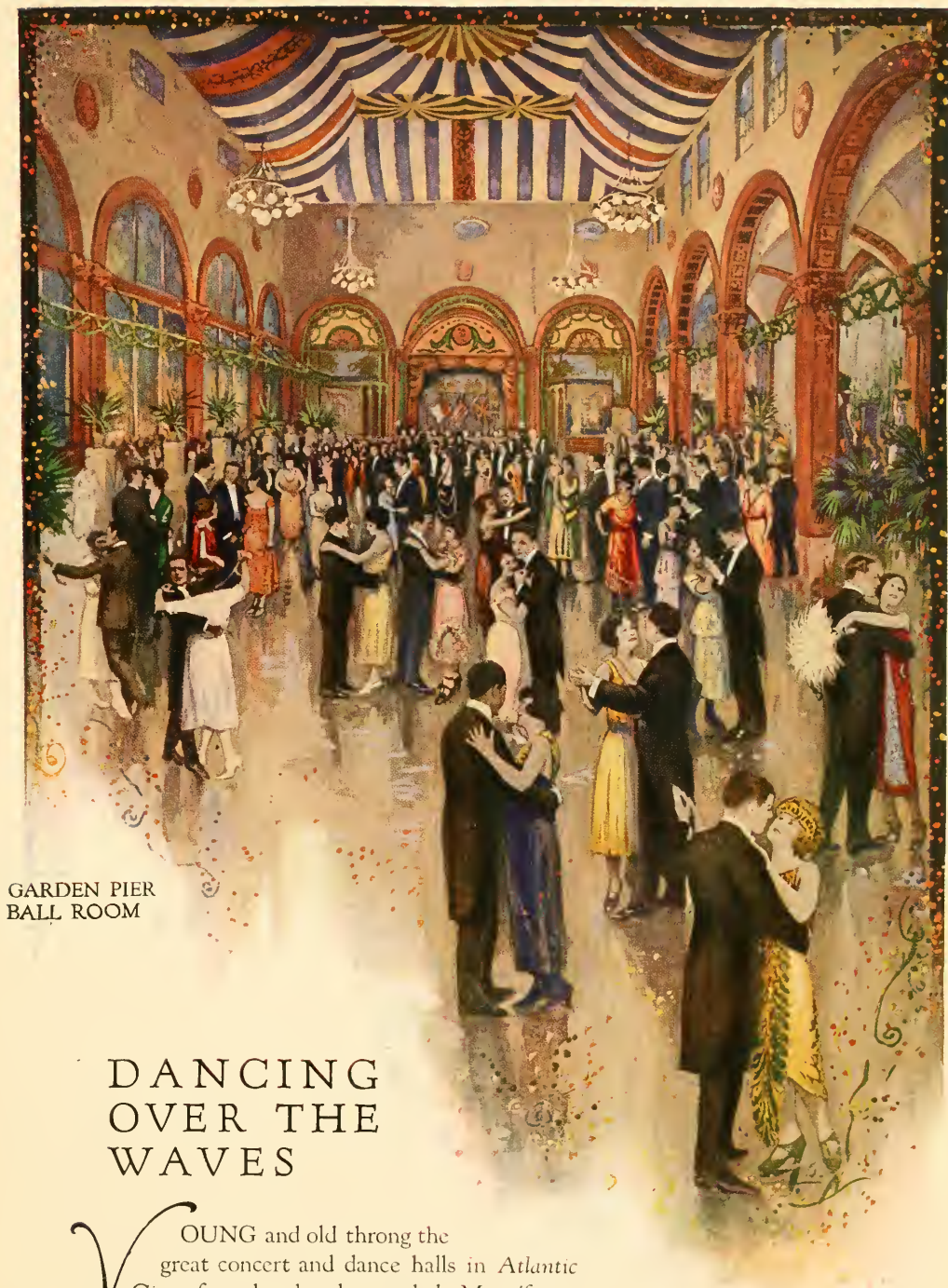


H.F. JALOW



WHERE NIGHT TIME IS DAY TIME. ELECTRICAL DISPLAY ON THE BOARDWALK SHOWING THEATRES, SHOPS AND THE GARDEN PIER





GARDEN PIER  
BALL ROOM

## DANCING OVER THE WAVES

YOUNG and old throng the great concert and dance halls in *Atlantic City* after the day has ended. Magnificent ball rooms, among the largest in the world, are located directly over the bounding waves on several of the ocean piers. These great halls are in most cases beautified with richly colored draperies and vari-colored lights, which give added zest to this form of amusement. All of the larger hotels also have beautiful ball-rooms, as well as unique grill-rooms, for the entertainment of their guests.



## THE PLAYGROUND OF THE WORLD

**C**HARLES M. SCHWAB, said of *Atlantic City*:—"I have visited most of the famous playgrounds of the world, both in this country and abroad. All of them have their attractions. But none of them combine so many attractive features as *Atlantic City*."

To this great cosmopolitan seaside resort come millions from all over the globe. They come for a summer vacation trip, for a Merry Christmas, for a Happy New Year, for a Joyful Easter—and each season has its advantages in this delightful climate. In *Atlantic City*, summer is cool; winter is balmy; autumn is refreshing; and springtime is heavenly. And when people come here, they come as children to play, to be amused.

Just watch the crowd in *Atlantic City*—anytime—anywhere—it's always a happy crowd, a good natured crowd, a democratic crowd, a "playing" crowd. It plays up and down the Boardwalk; it "takes in" the amusements on the big piers; it goes to the "movies"; it enjoys and applauds the shows headed for Broadway. It romps about on the sand; it plays in the inviting surf. It is just like a great, big child (but withall a well mannered child) out for a good time; and childhood must be served,—with pleasure. Pleasure and *Atlantic City* are synonymous—for *Atlantic City* is truly *The Playground of the World*.



ATLANTIC CITY'S MIGHTY PIERS  
YOUNG'S MILLION DOLLAR PIER, NEW CENTRAL PIER, STEEPLECHASE PIER  
ATLANTIC CITY STEEL PIER, GARDEN PIER, HEINZ PIER





AEROPLANE VIEWS OF ATLANTIC CITY  
 Photographed By Warren H. Keats, Official Photographer of The Curtiss Flying Station



# ATLANTIC CITY YESTERDAY AND TODAY



**A** GOD-GIVEN location and the indomitable spirit of enthusiastic, determined men have combined to make *Atlantic City* the *World's* premier pleasure and health resort.

A little over half a century ago, when the pioneer builders of *Atlantic City* saw this eight mile stretch of pure, white sand, five miles out from the shore and facing due south, in summer cooled by ocean breezes and in winter sheltered by the health-giving *Jersey* pine belt and tempered by the *Gulf Stream*, they realized that here was the nucleus of an all-year, national, seaside resort. Then they stopped "realizing", opened their purses, "took off their coats", and began "working". They worked perseveringly and systematically. They built for "the future", but provided for "the present". They and their successors, with the splendid co-operation of the railroads, who must also be considered among "the pioneers", have expended tons of energy and hundreds of millions of dollars to make *Atlantic City* the *International Resort* that it is today. Not even the famed Brighton of England, the Chateau region of Switzerland, the bath districts of Carlsbad, or the beautiful Mediterranean shore with its Monte Carlo, its Nice, and its Naples, can compare with *Atlantic City* in popularity, comfort, pleasure, and health-giving qualities, the four seasons through. The sand dunes on the ocean shore of the barren island have become a magic marine city, and the world-famous boardwalk, with its never ending fleet of rolling chairs, overlooks the surf and foam of the broad *Atlantic* on one side, and is lined on the other side by miles of magnificent hostelryes. Mighty wave conquering piers stretch far out over the ocean depths, and the landscape as far as the eye can reach is covered by thousands of hotels, up-to-date shops, business structures, palaces of pleasure, public buildings, and beautiful homes.

So stands *Atlantic City* today—a pleasure resort without a parallel—entertaining sumptuously and royally 20,000,000 visitors each year, who come here from all over the world to breathe the ocean ozone, and to take the fullest enjoyment out of life in "*THE PLAYGROUND OF THE WORLD*".

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Published by  
**NATIONAL CITY PUBLICITY COMPANY**

*Creators of Advertising Literature*

Guarantee Trust Building, Atlantic City, New Jersey 1170 Broadway, New York, N. Y.  
Phone: 873 Phone: Madison Square 9783

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